

Pub. Imp. _____
Govt. Gmt. _____
Emer. _____
IPO Required _____
P. Hmgs. _____
Pgs. 13
Filed: 11-18-03

Sponsored by: Carlson

First Reading: _____

Second Reading: _____

COUNCIL BILL NO. 2003 - 376

SPECIAL ORDINANCE NO. _____

AN ORDINANCE

1 AUTHORIZING the City Manager to enter into and accept a grant from the Gannett
2 Foundation for the purpose of funding the purchase of educational
3 materials for children and parents that will reinforce components of the
4 Good Touch, Bad Touch personal safety prevention program, and
5 amending the budget provided for the Springfield-Greene County Health
6 Department for fiscal year 2003-2004 in the amount of \$2,600.

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9
10 WHEREAS, the City of Springfield, Missouri, has received approval on a grant
11 application from the Gannett Foundation; and

12
13 WHEREAS, this amendment to the budget for the City of Springfield, Missouri, for
14 the fiscal year 2003-2004 has been approved and recommended by the City Manager of
15 the City of Springfield and the department or agency head concerned.

16
17 NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF
18 SPRINGFIELD, MISSOURI, as follows:

19
20 Section 1 - That the City Manager of the City of Springfield, Missouri, is hereby
21 authorized to accept a grant, substantially in form and content as that document attached
22 hereto and made a part hereof by reference as Exhibit A, and to do all things necessary
23 to carry out the grant, including the execution of contracts as may be required to carry out
24 the grant.

25
26 Section 2 - That the budget for the fiscal year 2003-2004 of the Springfield-Greene
27 County Health Department is hereby amended in the accounts and in the amounts as
28 shown on Budget Adjustment No. 0027, a copy of which is attached hereto and
29 incorporated herein by reference as Exhibit B.

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Section 3 - The Council finds that the budget adjustment made above has been recommended by the City Manager and further finds that an emergency exists and the adjustment herein made is necessary to meet the pressing need for public expenditure.

Section 4 - The City Manager is directed to cause the appropriate accounting entries to be made in the books and records of the City. In the event additional funding is provided under this grant by the grantor, the Finance Director of the City is hereby authorized to adjust this appropriation by an amount not to exceed 20% of the sum shown in Exhibit B, provided this amount shall not exceed \$20,000.

Section 5 - This ordinance shall be in full force and effect from and after passage.

Passed at meeting: _____

Mayor

Attest: _____, City Clerk

Approved as to form: _____, City Attorney

Approved for Council action: _____, City Manager

N:\SHARE\CBILLS\gannett-foundation-grant.wpd

SPRINGFIELD
NEWS-LEADER

EXHIBIT A

Thomas A. Bookstaver
President & Publisher
Vice President, Gannett/South
Newspaper Group

651 Boonville
Springfield, Missouri 65801
(417) 836-1103

October 27, 2003

Mr. Harold Bengsch
Director of Health
Springfield Greene County Health Department
227 E. Chestnut Expressway
Springfield, MO 65802

Dear Mr. Bench:

Congratulations! I am pleased to inform you that the Gannett Foundation Committee has approved our recommendation of a grant in the amount of \$2,600 for the Good-Touch Bad-Touch violence prevention program. You should receive your check in November.

Good luck with your project.

Sincerely,



Thomas A. Bookstaver
President & Publisher



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August 4, 2003

Rebecca Sisk
Project Coordinator
Gannett Foundation Grant Application 2003
651 Booneville Ave.
Springfield, Missouri 65806

Dear Ms. Sisk,

Thank you for the opportunity to apply for your 2003 grant! On behalf of the Springfield-Greene County Health Department, we are writing to request a grant for \$2,600.00 for the continuation and expansion of the **"GOOD-TOUCH BAD-TOUCH"** Program, a personal body safety curriculum that is exciting and fun for pre-school children ages four and five. In an increasingly violent world, these youngsters need to learn how to prevent or interrupt sexual abuse, how to deal with bullies, and how to deal with the hurt and anger that comes from child abuse. The program includes four high-energy interactive sessions on child abuse body safety. The children successfully learn three very important body safety rules: (a) it is my body, (b) how to say no and get away, (c) and tell until someone believes them. Most importantly children learn that if it happens to them, it is never their fault!

This program truly empowers children. Their little faces light up and they get excited when we begin the session. We teach children that each and every one of them are special. During the program, the children point to themselves and together we say, "I'm special". They are told that they are unique, special, and one of a kind and have the right to learn all of the safety rules. We begin the first session by talking to the children about safety rules. The children interact by identifying safety rules that they have learned from someone who cares about them. Every response is worthy. Children's self esteem and belief in their capacity to participate while learning is extremely important. No one is criticized! During this first session, we talk about good touches, bad touches, and the confusing touches of child abuse. The children learn that this type of touch (confusing touches of child abuse) can feel good to our body or bad to our body. They also learn that, the child abuse touch always makes us feel sad inside where our feelings are. The second session includes the Good Touch-Bad Touch Giant Story Book. The children describe what is happening in the pictures. Each body safety rule is reinforced after it is introduced. The storybook includes pictures of children with special health care needs such as a child in a wheel chair. Children discuss the idea that all children like to have friends and be included in activities even if they look different. Children respond to questions such as "Can the girl in the wheel chair dance too even if her legs or back are hurt?" The children sit in their chair and pretend to dance. Session three utilizes giant 'touch cards'. These cards describe good touches such as snowflakes on your tongue or sand between your toes so children can identify with good touches. This is important because some children have not experienced good touches.

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They need to identify with what a 'good touch' is like. In the last session, the Cabbage Patch Doll friends - Jadon, Alyson, and Gina, are introduced to the children. These dolls have a special story to tell - a story of child abuse and how the children used the safety rules to protect themselves. After the special story, children give the Cabbage Patch Doll friends good touches. Before the session ends, each child reports to the presenter the name of one person they can tell about uncomfortable, confusing, or harmful touches.

The Good-Touch Bad-Touch program was selected specifically for its use of child development principles. During four 25-minute sessions, the children learn all of the body safety rules and protection concepts necessary to protect them from potential predators. Many current programs on child abuse and neglect for children are a one time learning experience. They are ineffective because young children are concrete thinkers. The information delivered must be done like the Good-Touch Bad-Touch program in short segments that are fun and repetitive. Our curriculum is clear and concise and scare tactics are never used. This research based high-energy prevention program is successful in the prevention of child abuse and bullying. At the heart of the presentation is violence prevention. This violence prevention targets three levels and includes the child-care providers, the children in their care, and the parent and/or guardian.

This evidence based prevention program is far less costly than treating the long-term effects of child abuse and neglect. Good-Touch Bad-Touch is provided without cost to licensed, unlicensed and licensed exempt child-care facilities. Currently, we are collaborating with 19 Head Start facilities in Springfield-Greene County area to present this child abuse safety curriculum to approximately 500 children in the Head Start facilities. The plan is to continue this child abuse and neglect body safety program year round, and to collaborate with our community partners such as Violence Free Families, Community Partnership of the Ozarks, Better Beginnings, and Ozarks Area Community Action Corporation.

Thank you for considering our grant application.

Sincerely,

Mr. Harold Bengsch
Director of Health

Pam Pittman, RN, BS, CPHA
Nursing Supervisor

Phyllis M. Key, RN, BSN
Public Health Nurse



I am the Child.
All the world waits for my
coming.
All the earth watches with interest to see
what I shall become.
Civilization hangs in the balance.
For what I am, the world of
tomorrow will be.

I am the Child.
I have come into your world,
about which I know nothing.
Why I came I know not;
How I came I know not.
I am curious; I am interested.
I am the Child.
You hold in your hand my destiny.
You determine, largely, whether I shall
succeed or fail.

-Mamie Gene Cole

Report Child Abuse
1-800-392-3738

Featured in the 2003 Community Health Report Card in an effort to shed light on the growing problem of child abuse and neglect in our society.

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You may complete this form online, print, & submit it with your grant proposal to your local newspaper publisher or tv station general manager. (go to Guidelines for details, www.gannettfoundation.org)

Grant Application - 2003 Version A

Non-Profit Organization Information

1) Name of Organization

Springfield Greene County Health Department

2) Address

227 E Chestnut Expressway

3) City (4) State (5) Zip

Springfield

ST

MO

Zip

65802

Non-Profit Organization Contact Person

Contact Person

(Ms., Mr., etc.) (7)-First (8)-Last Name

Mr.

Harold

Bensch

9) Title

Director of Health

10) Phone

417-864-165

(11) FAX

417-864-105

E-MAIL

haroldbensch@ci.springfield.mo.us

Tax-Exempt Status & Funding Information

Is your organization Tax Exempt Under IRS 501(c)(3)?

☒

NO

(13a)

YES, this is our EIN no#

(If YES, please attach IRS Letter with EIN# to this form)

☐

Application is pending (If approved, grant cannot be paid until permanent ruling is received)

If you answered NO to the question above, is your organization part of a municipality? (i.e., part of city, state, town or county government. Examples are: Public school system, city recreation departments, county council on aging, mental health, etc.)

☒

NO (13b)

YES, name of municipality

Springfield-Greene County Health Department

12) Type of Organization

Public Health Department

Year Founded:

1873

Total Current Operating Budget:

7,709,694.00

Primary Source of Funds

Has your organization received prior Gannett Foundation Funding?

☐

NO

☒

YES, \$\$/Year

mid 1990's

Proposal Information

14) Amount Requested

\$2600.00

Total Project Cost

\$2600.00

Project Time Period

yearly

Numbers Served by Project

650

Does the program serve primarily: women ☒ yes ☐ no ; racial/ethnic minorities ☒ yes ☐ no

For Internal use only: \$_____00

(15) Local Gannett publisher/general manager
Funding Recommendation

Local Gannett publisher/general manager Signature

Short Summary of Request - proposed use of contribution: (2-3 sentences maximum please.)

Good-Touch Bad-Touch is violence prevention. It is a personal body safety curriculum that targets 3 Levels: child care providers, children, and parents. Funding is for the parents education booklet & the Coloring book that follows class curriculum and allows parents to share in abuse prevention.

Geographic Area Served

Springfield-Greene County

Source of Other Funds to Support Project

Department of Health - Bureau of Child Care

Signature of Contact Person

Date

8-11-2003

Harold Bengesh, Director by K. Gj

Project Budget

Funding is needed for the parent component of the Good Touch Bad Touch violence prevention program for young children.

(1000 booklets) Just for Parents

Just for parents is to be sent home with the parents so they understand what their children are learning and to answer parents most asked questions about the Good-Touch Bad-Touch program. It also provides excellent statistics and educational information on the sexual abuse of children. Cost----- $\$0.60 \times 1000 = \600.00

(1000 coloring books)

The coloring books have a dual purpose and are a very important part of the Good-Touch Bad-Touch program. They are to be used by the teacher for reinforcement after each lesson is taught and to then be sent home so parents can reinforce Good Touch Bad Touch lessons. Cost----- $2.00 \times 1000 = \$2000.00$

Total request for funding----- \$2600.00

According to the Springfield-Greene County Community Report Card published in 2003, the child abuse and neglect (CA/N) rate for Greene County is 16.7 per 1000 children. The State of Missouri's rate is 7.9 per 1000 children. This is a significant increase from the Springfield-Greene County report card published in 2002. At that time, the CA/N rate was 14.3 per 1000 children. The State of Missouri's rate was 7.0 per 1000. The data from both reports is from the Department of Social Services. While the exact cause for the increase in CA/N cannot be pinpointed, the issue is very serious because the health and well-being of our children is at stake. Child maltreatment involves a multitude of factors including parent or care giver factors, environmental factors, and family factors. Violence prevention education is an essential element in addressing the problem of child abuse and neglect.

Needs Statement

"Good-Touch Bad-Touch" seeks to promote violence prevention education for pre-school children who are 4 and 5 years of age in child care facilities and school settings. Violence prevention education should be a community standard, a parent commitment to address child abuse and neglect in educational settings, and a child care provider's commitment to promoting and protecting the health, safety, and well being of children. Through collaboration with the Department of Family Services as well as medical professionals, community partners, and state officials, the objective of the "Good-Touch Bad-Touch" program is to reduce child abuse in our community through the implementation of body safety education in child care and school settings. This can be achieved by helping children identify those people who can help them if there is a problem with abuse/sexual abuse, bullying, or other situations that make them feel uncomfortable. During four education sessions, the children are taught positive safety skills. They learn language skills and information on abuse that is positive, non-threatening, and practical so they can protect themselves. A positive child abuse program should be established in early childhood to reduce the occurrence of child abuse and to promote continuation of these learned skills throughout life. Children who disclose during the educational sessions that they are being abused (and are in imminent danger) will be referred through the Department of Family Services mandated reporting system for assistance. National standards regarding child abuse have been published by the American Academy of Pediatrics and the American Public Health Association in the manual Caring for our children: National Health and Safety Standards. These standards will be promoted in all child care settings.

Description of the Project

The "Good-Touch Bad-Touch" program addresses bullying, child abuse, and child sexual abuse. Child sexual abuse education requires an evidenced-based approach that is presented in a proven manner. Laura Davis and Ellen Bass define child sexual abuse in their book, Courage to Heal as follows: "Child sexual abuse is a violation of power perpetrated by a person with more power over someone who is more vulnerable. This violation takes sexual form but it involves more than sex. It involves a breach of trust, a breaking of boundaries, and a profound violation of the survivor's sense of self. It is a devastating and selfish crime. The most important thing in defining sexual abuse is the experience of the child. It takes very little for a child's world to be devastated. A single experience can have a profound impact on a child's life." "Good-Touch Bad-Touch" provides children with skills to help themselves in situations of sexual abuse as well as other abusive situations.

The groundwork for the "Good-Touch Bad-Touch" program in our community began in 2002 through efforts of public health nurses in our health department who researched child abuse prevention programs. Major educational supplies needed for the project were purchased and include: a giant story book, large cards about touching, Cabbage Patch doll friends, body safety posters, the Good-Touch Bad-Touch curriculum and a video, What Tadoo. This curriculum was chosen because of the research presented that proves it is effective in the prevention of violence against children. The program was presented to a collaborative partner, the Ozarks Area Community Action Corporation. Through this contact, the decision was made to begin violence prevention education for young children in our community. The program initially was presented to 19 Head Start facilities in Greene County. The program is being expanded and will be offered to other child care facilities in Greene County. Prior to the children's program, each child care provider receives education on child abuse, neglect, and mandated reporting guidelines. They are also provided with a written policy on mandated reporting for child abuse and neglect that can be utilized in their facility. The constituency to be served includes child care providers, children, and their parents. This program will be offered yearly to interested child care facilities in Greene County. In early 2003, the Missouri Department of Health and Senior Services - Bureau of Child Care reported that Greene County has 97 child care facilities, 66 licensed homes, and 29 licensed exempt child care facilities. These facilities provide care for over 8,000 children. In addition, there are

over 400 Department of Family Services registered providers who also provide care for children. There are also several unlicensed providers of child care in Greene County. The potential impact of this project is significant. There is strong community support for the implementation of this program from collaborative organizations or agencies such as but not limited to: Violence Free Families, Parenting Life Skills Center, Department of Family Services, and the Community Partnership of the Ozarks.

Sustainability Statement: The Springfield-Greene County Health Department has provided public health services since 1873 that promote health and prevent disease. The Health Department was established by ordinance in 1873 and currently has 113 employees. It oversees 22 contracts with the Missouri Department of Health and Senior Services and is responsible for a number of private and government grants. The Springfield City Council and the Greene County Commission are the governing bodies of the local public health agency. **Our mission is Healthy People Living in a Healthy Community.** The Director of Health is Harold Bengsch, M.S.P.H.

The "Good-Touch Bad-Touch" Program was selected by health department staff who are involved in maternal and child health issues. The health department has a vast history of promoting and supporting issues affecting women and children. This program is a long-term commitment of the health department in collaboration with other community partners to reduce child abuse in Greene County. Initial supplies for the "Good-Touch Bad-Touch" Program were purchased by the Springfield-Greene County Health Department. The health department will provide a public health nurse with specialized knowledge in child abuse to teach this program. Additional money is needed for educational literature for parents and child care providers.

Child care providers will be given educational information on the prevention program including state statutes and mandated reporting. They will be evaluated on child abuse, neglect, mandated reporting, and "Good-Touch Bad-Touch" with a pre-test and a post-test. Providers will also be given an opportunity to evaluate the "Good-Touch Bad-Touch" Program. Parents will receive an informational booklet on the program and a coloring book to use at home with their child which will reinforce the child's learning. The public health nurse presenting the program will contact directors of participating child care facilities by phone, letter, or on-site visits to discuss yearly child abuse prevention education in their facility.

//

CITY OF SPRINGFIELD, MO
BUDGET ADJUSTMENT

BA 0027

REVENUES: TC 24 & 77

FUND	ORG	ACCOUNT	AMOUNT	DESCRIPTION
2520	4810	48012	(\$2,600.00)	Unallocated health Grants
2510	4615	48013	\$2,600.00	Gannett Foundation Good-Touch Bad-Touch Violence Prevention Program

NET REVENUE ADJUSTMENT

\$0.00

EXPENDITURES: TC 27 & 77

FUND	ORG	ACCOUNT	AMOUNT	DESCRIPTION
2520	4810	53118	(\$2,600.00)	Unallocated health Grants
2510	4615	51218	\$2,600.00	Maternal Child Health

NET EXPENDITURE ADJUSTMENT

\$0.00

FUND BALANCE:

FUND	FUND TITLE	AMOUNT

EXPLANATION: Budget for Good-Touch Bad-Touch Violence Prevention Program, funded by Gannett Foundation Committee.

AUTHORIZATION

COUNCIL BILL NO. _____ DATE _____

REQUESTED BY:

APPROVED BY:

[Signature]
DEPARTMENT HEAD
(or Agent)

DATE

[Signature]
DIRECTOR OF FINANCE

DATE

EFFECTIVE DATE

CITY MANAGER

Aff. Agcy. Not. No _____
Emergency Required No _____
P. Hrns. Required No _____
Fiscal Note Required Yes _____
Board Rec. Required No _____

EXPLANATION TO COUNCIL BILL NO. 2003-

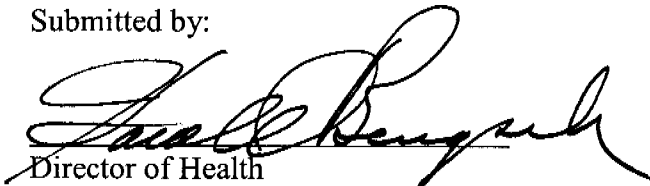
ORIGINATING DEPARTMENT: Health

PURPOSE: To authorize the Springfield/Greene County Health Department to accept \$2,600 from the Gannett Foundation and appropriating said amount to the budget of the Health Department, to purchase educational materials for children and parents that will reinforce components of the Good Touch, Bad Touch Personal Safety Prevention Program.

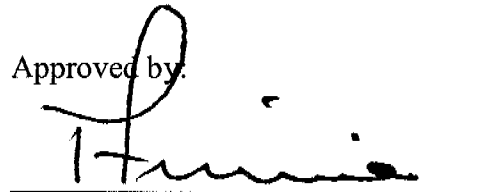
BACKGROUND: The child abuse and neglect rates for Greene County continue to escalate each year. According to the Community Report Card in 2001, the child abuse and neglect rate was 16.7 per 1,000 children. The Good Touch, Bad Touch is a primary prevention program designed to teach preschool children and their parents about safe and appropriate touch. This information empowers children to recognize inappropriate touch and how to respond, which in turn will reduce the incidence of child abuse.

REMARKS: The Springfield/Greene County Health Department Public Health Nursing Section is able to provide community education to young children and adults. The Health Department also has a contract agreement with the Missouri Department of Health and Senior Services to focus on child abuse and neglect in our community. The additional financial support from this grant will strengthen the educational component.

Submitted by:


Director of Health

Approved by:


City Manager